Marketing

“Look! We got the old farts thoroughly confused. This plan and that, this or that deductible. Now we’re following through with a thumping brochure to every one of them! Very colorful, plus newspapers and TV, and, of course, a continuous flow of crap on the internet.

We’re gonna win most of these dithering prospects, but it’s debatable whether all the tons of advertising helps or hurts us.

It’s the guys and girls we got to close the deal gives us the edge. Many have been ministers or priests or rabbis, so they know how to appear gentle and thoughtful while shoveling the shit.”